

## CLAIMS

What is claimed is:

- 1 1. A method for disseminating calendar information in a supply chain utilizing a  
2 network, comprising:
  - 3 a) receiving data from a plurality of outlets of a supply chain utilizing a network, the  
4 data relating to the sale of products by the outlets;
  - 5 b) generating a calendar of events; and
  - 6 c) allowing access to the calendar of events utilizing a network-based interface.
- 1 2. The method of claim 1, wherein the calendar of events is generated based at least  
2 in part on the data.
- 1 3. The method of claim 1, wherein the calendar of events is generated based at least  
2 in part on promotion planning.
- 1 4. The method of claim 1, wherein the network includes the Internet.
- 1 5. The method of claim 1, wherein the access to the calendar of events is restricted  
2 to only a predetermined set of the outlets.
- 1 6. The method of claim 5, wherein the restricted access is enforced utilizing  
2 passwords.
- 1 7. A system for disseminating calendar information in a supply chain utilizing a  
2 network, comprising:
  - 3 a) logic for receiving data from a plurality of outlets of a supply chain utilizing a  
4 network, the data relating to the sale of products by the outlets;
  - 5 b) logic for generating a calendar of events; and

- 6 c) logic for allowing access to the calendar of events utilizing a network-based  
7 interface.
- 1 8. The system of claim 7, wherein the calendar of events is generated based at least  
2 in part on the data.
- 1 9. The system of claim 7, wherein the calendar of events is generated based at least  
2 in part on promotion planning.
- 1 10. The system of claim 7, wherein the network includes the Internet.
- 1 11. The system of claim 7, wherein the access to the calendar of events is restricted to  
2 only a predetermined set of the outlets.
- 1 12. The system of claim 11, wherein the restricted access is enforced utilizing  
2 passwords.
- 1 13. A computer program product for disseminating calendar information in a supply  
2 chain utilizing a network, comprising:  
3 a) computer code for receiving data from a plurality of outlets of a supply chain  
4 utilizing a network, the data relating to the sale of products by the outlets;  
5 b) computer code for generating a calendar of events; and  
6 c) computer code for allowing access to the calendar of events utilizing a network-  
7 based interface.
- 1 14. The computer program product of claim 13, wherein the calendar of events is  
2 generated based at least in part on the data.
- 1 15. The computer program product of claim 13, wherein the calendar of events is  
2 generated based at least in part on promotion planning.

1 16. The computer program product of claim 13, wherein the network includes the  
2 Internet.

1 17. The computer program product of claim 13, wherein the access to the calendar of  
2 events is restricted to only a predetermined set of the outlets.

1 18. The computer program product of claim 17, wherein the restricted access is  
2 enforced utilizing passwords.